

AGENDA ITEM V D 2

PROGRESS REPORT ON CONDITIONALLY APPROVED PROGRAM

SOUTHERN UNIVERSITY AND A&M COLLEGE

MASTER OF BUSINESS ADMINISTRATION

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BACKGROUND INFORMATION

In December 2005, the Board of Regents granted conditional approval for the Master of Business Administration (MBA) at Southern University and A&M College in Baton Rouge (SUBR) with requirements for progress reports. Program implementation was authorized for Fall 2006. Most recently, at its August 2007 meeting, the Board of Regents acted as follows:

On motion of Regent Roy, seconded by Regent D'Aquin, the Board voted unanimously to accept the recommendation of the Academic and Student Affairs Committee to receive the Fifth Progress Report Relative to Implementation of the Master of Business Administration Program at Southern University-Baton Rouge. The next report addressing placement of graduates and AACSB assessment shall be due to the Associate Commissioner for Academic Affairs on August 1, 2008.

STAFF SUMMARY

Internships/Placements/Advancement

The institution reports that during the past eighteen months, the Development and Placement Coordinator for the College of Business (CoB) has strengthened existing relationships and recruited additional companies for internships and/or placement of graduates. Over sixty-five percent of the graduates finding full-time job opportunities through the CoB Career Development and Placement Office. A variety of approaches are used for recruiting contacts for the MBA students, including scheduled interviews both on- and off-campus, development of resume' booklets, participation at job fairs, conferences and participation in business plan competitions.

Twenty-four of the twenty-seven graduates of the MBA program are employed in the private and public sectors, two are finalizing acceptances of job offers and one is employed but continuing her education to attain a PhD. Thirty per cent of the 2007 and 2008 graduates have moved to new jobs; twenty-six percent have received promotions with raises; thirty-three per cent (the nine graduates of summer 2008) are awaiting promotion with salary increase. The institution states that a marked improvement in salary range for MBA graduates has been noted.

AACSB Assessment

The CoB at SUBR had already achieved mandatory accreditation by the Association for the

Advancement of Collegiate Schools of Business (AACSB) International prior to admission of the first class of students into the MBA program in Fall 2006. However, AACSB fairly recently adopted new Eligibility Procedures and Standards for Business Accreditation, which include highlighting of recently implemented programs with provision of *participant* and *assurance of learning* data for the new program. All necessary information had been provided to AACSB prior to the on-site visit in November 2007. Following the peer review, the reviewers recommended maintenance of accreditation of both the undergraduate and MBA program. This decision, for which documentation was provided, was later ratified by the AACSB International Board of Directors,.

STAFF ANALYSIS

The employment status of MBA graduates indicates that the CoB placement program is functioning effectively. Only three of the graduates have left the State and salaries range from \$45,000 - 65,000. Maintenance of AACSB accreditation until 2012-13 indicates that the MBA program has developed appropriately.

The staff applauds the success of the CoB at SUBR. As all stipulations for implementation have been satisfied, no additional reports are required.

STAFF RECOMMENDATION

The staff recommends that the Academic and Student Affairs Committee receive the AY 2007-08 Progress Report Relative to Implementation of the Master of Business Administration Program at Southern University-Baton Rouge. As no further reports are deemed necessary, full approval of the program is recommended.